KAJ – back to you. See next pg 1st.
–ICT.

April 10, 1991

Fr: Keith
To: Peter
cc: Kelly

Re: **Draft** Job Responsibilites for Whole Earth Review Circulation Director
(please respond with proposed changes by Friday April 12)
Is there a way to organize/categorize these items?

Meet Circulation Revenue, Expense and Sales Goals + revising - how to do?
(as established on an annual basis) How to revise on ongoing basis?

Maximize Effectiveness of All WER Promotional Efforts – how to measure?
→ cost-effectiveness. % return effectiveness.

Coordinate WER Mailings

- Coordinate with magazine printer and with newsstand distributors
- Figure print runs
- Prepare labels and postage estimates

Supervise WER Fulfillment Dept
(note: supervision function may be switched to coordination with Fulf. Dept. if Circ. Director's available time is too limited)

- Assure effective and timely operation of fulfillment services
- Scheduling of all output and reports
- Timely requests for new formats, searches, reports, etc.
- Negotiate As Needed with Brauch Software (MacSUB Vendor)

by whom?
? Do perf review of ~~staff~~ ~~bmonthly~~ as estab'd by Exec Dir.

Coordinate Renewal and Invoice Printing and Mailing

Manage and Maximize Newsstand Sales and Revenues

Maintain and Maximize Supporting Subscriber Program (Exec Dir. Resp. for ~~conceptual~~ side)
Limit to mechanics w/ Circ Dept.

He's said he doesn't think this is this area, though line between supty subs + pure donations may be the difference

Produce and Evaluate Monthly Reports – add schedule of which reports/dates, ~~circulation~~ & who receives.?

Update Revenue and Expense Projections Monthly
(achieving this is dependent upon timely reports from bookkeeper)

Insure Coordination Between Fulf. Dept. and Point Accounting

Maintain Circulation Keycodes – is this a means to another item here?

Prepare Promotional Material for Each WER Issue

Prepare Necessary Special Promotional Material

Oversee Mailing List Rental

Review Departmental Invoices, Postal Reports, Etc.

Coordinate With WER Business Manager

- Establish and review circulation revenue, expense and sales goals
- Meet twice-monthly to review and evaluate circulation efforts

Coordinate With Other WER Departments As Appropriate and Necessary

" " Promotional Dept re program dev/input + implementation – selling subs + other & outside promo consultants.

Role in printer selection?
Attach schedule for mailings

For next wed: what does a list of goals look like.

GOAL	TIME 0	1	2	3	4	5	6
1							
2							
3							
4							
5							
.							
.							
.							

How many goals?
How specific?
How many time periods?

Circulation Dept. — List of Responsibilities

- Coordinate with CCS
- Figure print runs
- Prepare labels and postage estimates for mailings
- Monitor envelope inventory at CCS, print when needed
- Review CCS invoices
- Review postal reports

- Renewal/Invoice Mailings
- Coordinate renewal mailings with Mailing Management
- Coordinate in-house mailings of invoices
- Coordinate printing of renewal and invoice materials (incl. forms)
- Review Mailing Management invoices
- Review printer's invoices
- Prepare personalized Supporter renewal notices

- Reporting
- Prepare and review monthly reports
- Project subscription income
- Maintain keycodes in MacSUB

- Promotion
- Write copy for:
    - Renewals
    - Invoices
    - Christmas
    - Other special promotions
- Prepare blow-in and bind-in cards
- Prepare "Reader Services" information
- conceive and implement promotion as apporpriate for each WER issue
- Oversee other special promotional efforts

- Book Sales/ Premiums
- Prepare labels to go to Publishers Services
- Review invoices from Publishers Services
- Monitor inventory at Publishers Servies, order books as needed

- Mailing List Rental:
- Approve/deny rentals
- Monitor payments
- Coordinate with Pacific Lists

- Newsstand sales